Farmers Federation News

Vol. XXXVIII No. 12, AUGUST, 1958

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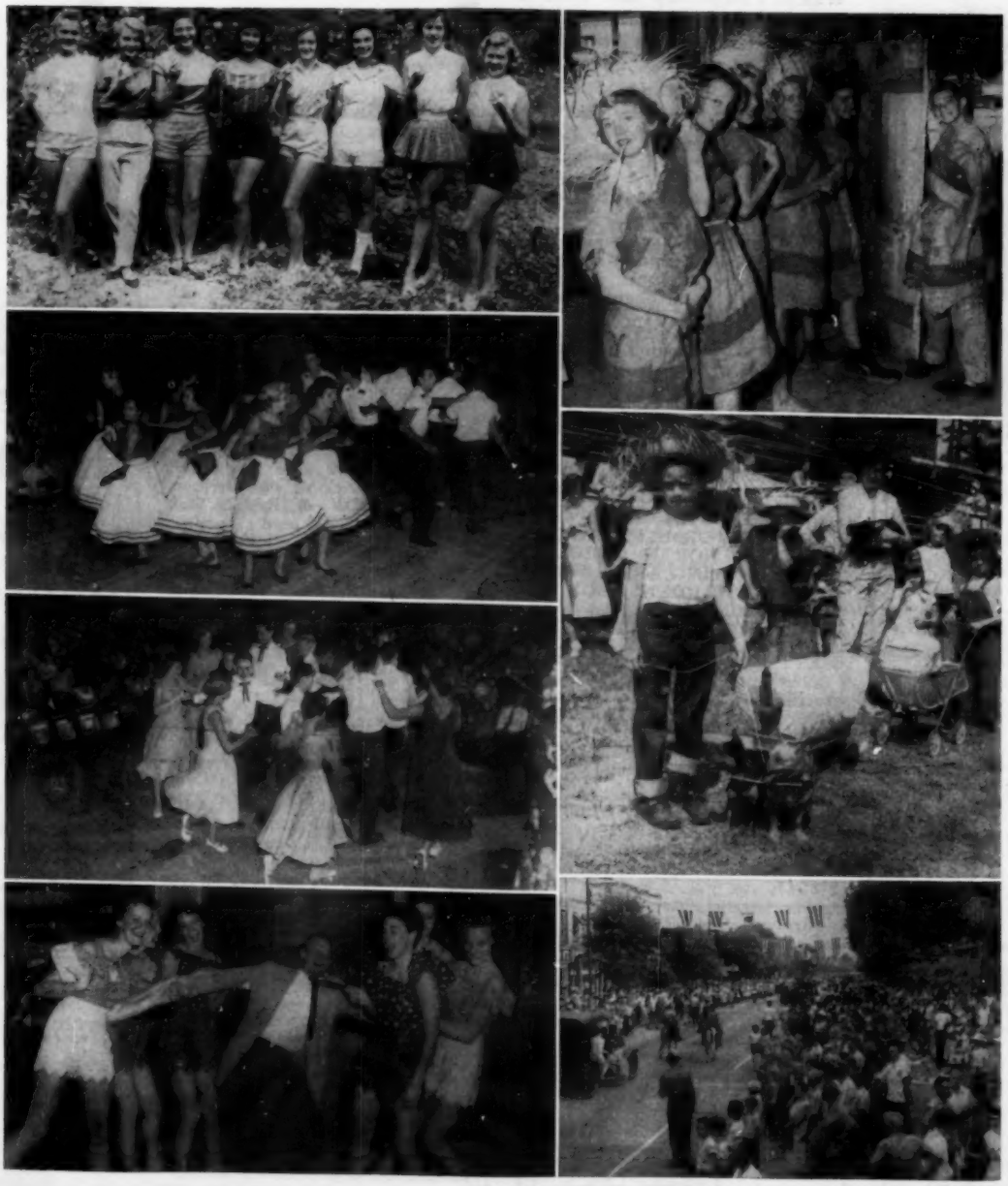
38th Anniversary Edition



12TH NORTH CAROLINA APPLE FESTIVAL

August 26th to September 1st

Hendersonville, North Carolina

COVER PICTURE

Our 38th Anniversary Edition cover gives a good idea of what takes place at Hendersonville's North Carolina Apple Festival. According to Dave Cooley, Hendersonville Chamber of Commerce manager, this year's Apple Festival—running from August 26th to September 1st—will be bigger, better and more glamorous than ever, and the schedule of events appearing on page 14 of this issue seems to bear him out. It's gay, it's colorful and it's a great promotion for the Apple industry. We urge all our readers to be sure and see it this year.

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FARMERS FEDERATION NEWS

Published Monthly By The Farmers Federation News, Inc.
131 Roberts St. — Asheville, N. C.

Volume XXXVIII August, 1958 Number 12

Robert G. Beard, Editor James McC. Clarke, Assoc. Editor
Rev. Jack Waldrep, Lord's Acre Editor

Entered as second-class matter November 1, 1921, at Asheville, under Act of March 3, 1879. Subscription Price: Three Years, $2.50.

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The Farmers Federation's 38th Year

A Report By James McC. Clarke

President — Farmers Federation Cooperative

This is a report on the Farmers Federation's 38th year. The Federation was started to help develop new sources of income in Western North Carolina, and over the years it has stuck steadily to that purpose. Markets have been developed, money-making services for the farmers such as the artificial breeding of dairy cattle have been introduced and small industries have been started and encouraged. Since 1920 the whole level of life in Western North Carolina has improved in a wonderful way.

James Mc. Clarke

In our farm supply business the Federation has stuck to high standards of quality. We have refused to buy cheap seed for our patrons because we believe that they want quality seed on their farms, and we have set a goal of dependable service to our patrons so that they can get farm supplies right when they need them.

The next great purpose of the Farmers Federation has been to develop and bring out the spiritual forces in this territory. This has been done in several ways, primarily through the Lord's Acre Movement. But it has also been a result of the picnics and our stockholders' meetings and of various campaigns for progressive movements in the mountain area. For example, several years ago the Federation took an active part in putting over the bond issue for paving rural roads, and hundreds of miles of roads in the mountains have been put in all-weather condition as a result. Similarily, the Federation, under McClure's tremendously able leadership, took an active part in the movement for better schools, and lots of new school buildings and improvements to existing schools have come from these efforts.

A Worthwhile Program

"Where there is no vision, the people perish." Over the years the Farmers Federation has held out before the people of Western North Carolina a vision of higher production per hen, higher production per cow, increased yields per acre, and a vision of processing plants and marketing services which would handle this increased production. And people have responded with steadily increasing production. There have been some mistakes and some failures in this program, but we believe that it has been worth trying.

Now we find the Federation moving into a new day of business-like, integrated agriculture. Some of the enterprises we have carried on will have to be curtailed or dropped altogether. Others can perhaps be expanded. We are in the midst of a rapidly changing economy, and we will have to change with it. Please keep in mind that the strength of the Federation is the loyalty and patronage of its members. It is the members' trading with their own local Federation stores which keeps the Federation in strong financial condition. The more business you and I as individuals can do with the Federation and turn to the Federation, the stronger the Federation will be in making its moves in the days ahead.

For several years the Federation has received a lot of official visitors from foreign countries who have been sent here to study our program for developing new agricultural income. We were much pleased recently when Charles W. Davis, our Acting General Manager, received a letter from the International Cooperation Administration in Washington saying that the Federation had been selected as one of four farmers' cooperative associations in the United States which were found to be most effective in training these foreign representatives to lift the economic level of their countries. The International Cooperation Association sends numerous visitors to this country who visit with our employees to learn the Federation's program and facilities for developing the resources of this area.

I would like to pay especial tribute this year to the work of our Executive Committee. The Board of Directors of the Federation is so large that it cannot meet regularly, so it elects from its members an Executive Committee to carry on the operation of the business. This Committee meets regularly once a month, and sometimes oftener. It has had a great many problems to consider and difficult decisions to make during the year. The members of the Executive Committee are: R. Alex Crowell, Charles W. Davis, H. A. Osborne, W. K. Pike, D. M. Snelson, Joe R. Wells and myself. It is very unusual for one of them to miss a meeting.

Skyline-Coble Merger

Probably the most important development which took place in our business during the year was the merger of the Skyline Cooperative Dairies to the Coble Dairy Products Cooperative. The Federation had given financial support to the Skyline Dairy since 1946 in order to help develop the market for local milk. This dairy has had a fairly steady growth. In 1956 the producers themselves voted to purchase the plant and the business from the Federation. Since the Federation had such a large investment in it (over $300,000), a long-term sale contract was entered into providing for the acquisition of the plant by the dairymen over a period of years.

After operating the plant for some months, the Skyline directors found that because of their limited capital it would be advantageous to combine with a larger cooperative dairy. The Coble organization was at that time seeking an outlet in the Asheville market, so a long-term lease was arranged on a basis which was mutually advantageous. The Skyline producers became members of the Coble organization and have already elected their own director, Mack Rogers, to the Coble board.

Through the rent received from Coble, the long-term indebtedness of Skyline to the Farmers Federation is being slowly reduced, and interest payments are being met. Meanwhile the Federation is giving 100 per cent support to the Coble organization, and Mrs. C. E. Dameron, our Executive Secretary, is devoting much of her time to assisting Coble with its sales program.

Feed Mill Acquired

A second major development in the Federation's business during the year was the acquisition of a feed mill at Franklin. Our directors have realized for a long time that the Federation needed its own feed mill in order to be competitive on feed prices. On one or two previous occasions we have sold stock and investigated other sources of financing a modern feed mill but we have always found the initial capital outlay too great in view of the Federation's other commitments.

Early last fall, however, Fred Hannah and Jim Raby, our Directors in Macon County, received word that the Franklin Milling Company was to be sold. They called up Charlie Davis, our Acting General Manager, and asked him to come out and take a look at the building. Charlie and Slick Barnett, our Store Supervisor, went out and looked at the property, and found that it was in good condition and that there was sufficient space to move our Franklin service into one end of the building. (We had been doing business in a rented building in Franklin for many years.) A few weeks later Charlie Davis called all the directors of the five Westernmost counties over to inspect the mill. They advised him to go ahead with the purchase, and the result was that the Federation's bid was offered and accepted.

An unexpectedly large amount of custom crushing, grinding and mixing was done for Macon County farmers at the mill during the fall and winter. This helped to pay the expenses of the mill right from the start, and we have now gotten into the production of poultry feeds on a limited scale. Additional investment in storage bins, etc., is going to be needed before we can get into large-scale feed milling at Franklin.

In December we sold the old Grocery Department building on Depot Street in Asheville. The Federation has discontinued almost all stocking of wholesale groceries, and the management felt that since we had a good offer for this building it was advisable to sell it and apply the proceeds toward the reduction of our bank loans.

Total sales for all departments of the Federation for the year ending June 30th, 1958 were $7,443,168.75. This compares with sales of $6,841,218.11 for the previous year.

Semi-Annual Dividends Paid

During the year the regular semi-annual dividends were paid on the outstanding preferred and common stock of the Farmers Federation, payments being made on July 1st, 1957, and on January 1st, 1958. The total amount paid to stockholders in these two dividends was $74,895.25.

In considering action on the dividend which would customarily have been paid on July 1st, 1958, the Directors felt that it was unwise to take any action until the annual certified audit for the fiscal year ending June 30th is completed. It usually takes until September to complete this audit. Although it has been the custom for a good many years to declare a dividend in advance of this audit, the Executive Committee felt that it was not sound to continue this

(Continued on page 4)

Federation's 38th Year

(Continued from Page 3)

practice because without the audit they did not have sufficient information on which to base their judgment. They therefore postponed any action on the dividend until October 1st. A letter was sent out to all stockholders notifying them of this decision.

Marketing Department

A very large percentage of the Federation's business is concerned with poultry. We have continued to do a large volume of business at our poultry dressing plant in Asheville. The total sales of this department, which we call the Marketing Department, for the twelve months' period ending June 30th, 1958 were $3,120,866.83. This plant purchased 10,986,311 pounds of poultry from farmers during the year. It also bought 699,125 dozens of eggs. This is a real market for poultry and eggs produced in the mountain counties.

Hatchery

The Hatchery has operated on a profitable basis during the year with total sales of $513,995.80. This compares with sales of $428,612.65 for the previous year. Although our own broiler program has been severely curtailed, with a consequent reduction in the number of broiler chicks used in our own flocks, the hatchery has maintained its sales to other broiler customers. Shipments of hatching eggs to other hatcheries in the South, on which we receive a brokerage fee, have also been maintained in considerable volume. At the present time our hatchery is also doing custom hatching for one of the large breeders of broiler-type chicks. The hatchery has continued to turn out top quality production-type birds, with the Mount Hope Queen white leghorn constituting the largest part of this output.

Broiler prices have been low almost the entire year, with occasional short periods of improvement. The Executive Committee felt that the Federation could not afford to take the great risk of financing a lot of broilers during these low markets, and in the middle of November the Poultry Division was instructed to cut back placements sharply. Placements have been kept at a very low level since that time. This has, of course, affected the Federation's sales of broiler feed, but the management felt that the Federation's profits on broiler feed would not compensate for losses sustained on Federation-financed broiler flocks during a period of sustained low prices such as we have had.

More Commercial Egg Flocks

To offset this drop in feed tonnage the Executive Committee desided to recommend an increase in the numbers of the commercial egg flocks which the Federation finances. These flocks have almost without exception made a good profit for the Federation as well as for the producers during the past year. It was decided to launch a campaign to increase the number of commercial egg flocks in the area surrounding the Franklin feed mill, where feed haulng expense will be low and supervision can be centralized. Glenn Hunt has been spearheading this drive for additional commercial egg flocks in the Western counties.

Retail Store Sales Increase

Total sales of farm supplies—seed, feed, fertilizer, etc. through the Federation's service stores for the year ending June 30th were $2,900,261.94. This compares with total sales of $2,890,037.83 for the previous twelve months. Slick Barnett has done a conscientious job of supervising the stores. Several new lines, such as tires, have been added. We have a fine group of managers at the stores. During the year all the managers have taken a sales training course, and a good many other night meetings have been held. Our managers are determined to give the best possible service to the Federation's patrons.

Freezer Lockers

The locker plants have had a difficult year. Locker rentals have continued to decline, probably because of the steady increase in the number of home freezer owners. The management has worked to cut the expenses of the locker plants to an absolute minimum. The number of workers employed at the locker plants has been reduced, and other savings have been made. After consulting with other freezer locker plant operators we find that this industry is having difficulty throughout the country. It may be that the best possibility of improving this business is to increase the volume of bulk storage.

During the year at the eight Farmers Federation locker plants 898,356 pounds of meat were processed, and 154,028 pounds of hams and bacon were cured. 4,382 quarts of fruits and vegetables were processed. The total sales and rental income for all plants was $200,241.90.

Carolina Tobacco Warehouse

Burley tobacco prices continued at a high level during the year, but the weight of the crop was light. The Carolina Tobacco Warehouse, which is operated by the Farmers Federation, handled a

(Continued on Next Page)

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total of 91[illegible],834 pounds at an average price of $60.18 per pound. This was the highest price paid to the farmer by any of the Asheville warehouses.

Purchases of burley tobacco under the government price support which are handled by the Federation as agent on Western North Carolina markets totaled $324,563.76. This was 3.18% of the 1957-58 crop. During the 1956-57 season the government purchased only .23% of the crop which was sold on Western North Carolina markets at a total cost of $78,226.02.

Farmers Federation Garage

We would like to pay a tribute here to the work of the Farmers Federation garage. Ted Corn is the manager of this department, and he and Kile Martin and Marvin Herron are on the job early and late every business day in the year to service the Federation's cars and trucks. They also do a lot of repair work on farm machinery.

Aromatic Tobacco Program

An important part of our program is to develop new crops which can bring additional income to the mountain farm. In this connection we have continued to promote the growing of aromatic (Turkish) tobacco which we believe can become a fine source of cash income. Mr. F. E. Patton is in charge of this program for the Federation. He now has growers in Rutherford, Polk, McDowell, Burke, Buncombe, Cleveland, Swain and Clay counties. After the tobacco is harvested and cured, sales are held in each county, usually at the Farmers Federation store. Fifty-nine farmers are growing aromatic tobacco under Mr. Patton's supervision this year.

Farmers Federation Handicraft Mutual

We have also sought to work out ways in which women could make a little additional money at home. One of the most successful enterprises of this kind is the knitting cooperative, called the Farmers Federation Handicraft Mutual. Miss Madeline Hollerith is the manager of this association. During the year the knitters earned $5,055.03 for their work, or an average of $85.68 per person. Wholesale sales were made to specialty shops throughout the country, and two retail sales were held in New York in the fall.

Training School

One of the best ways to strengthen the Federation's business organization is to keep training our personnel. We have done this by the operation of a Training School. In this school we take six to eight selected high school graduates and give them an intensive six month's course of instruction. Mornings are devoted to classroom work - the study of the Bible, poultry, seeds, fertilizer, insecticides, etc. Department heads of the Federation serve as instructors. In the afternoon the boys do work in the hatchery, the Carolina Tobacco Warehouse, the dressing plant, or a freezer locker, or in one of the service stores. Emphasis in the school is placed on Christian principles and their application to the life of the farm community. Max Roberts is in charge of the Training School.

Six boys finished the course of instruction on March 1st and all six were assigned to jobs in various departments of the Federation. A second session of the Training School will begin on September 1st. We feel that this kind of training gives the boys a vision of the whole program of the Federation and enables them to be of greater service in a store or a locker plant or wherever else they are employed.

Farmers Federation News

The Farmers Federation News helps to tie our whole enterprise together. Several special editions of the News have been put out during the year. These include issues on Shorthorns, Herefords, Aberdeen Angus, Blue Cross Insurance, Burley Tobacco, Spring Planting, the American Breeders' Service and on the Lord's Acre. Bob Beard has published this paper with great energy and imagination. He has added new features from time to time and has made it an unusually interesting publication of which we are all proud.

In February we held the annual lunch for the men and the boys in Western North Carolina who had grown 100 bushels of corn on a measured acre. Because of the prolonged dry weather in 1957, the number of 100-bushel growers was not as large as in the previous years. However we feel that this annual luncheon continues to stimulate interest in high yields per acre. The average yield of corn per acre in North Carolina has shown an impressive rise since the launching of the 100-bushel program by the Extension Service some years ago.

American Breeders Service

Although the Federation now has no business connection with the American Breeders' Service, it was through Mr. McClure's efforts and the cooperation of Mr. J. R. Prentice that this wonderful artificial breeding service was first established in North Carolina.

(Continued on Page 8)

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Federation's 38th Year

(Continued from Page 5)

The American Breeders Service has stuck squarely to a program of quality. All its sires are proved sires, that is, the actual production records of the unselected daughters of each bull in the ABS stud are known, and the records must compare favorably with those of their dams. Furthermore the American Breeders Service has kept right out in front in research and in the development of new techniques in artificial breeding. It has pioneered in the large-scale use of frozen semen. During the year its entire operation in the Southeast was converted to frozen semen. One extra good thing about this change is that the percentage of conception with frozen semen is considerably higher than that obtained under the former method.

As a result of the American Breeders' Service program, the average production of milk per cow in Western North Carolina continues to climb each year. Furthermore, we are beginning to sell dairy heifers to Florida and other states at excellent prices because buyers know that these heifers have the inheritance to give lots of milk.

Pullet Chains

The Farmers Federation wants to do all it can to encourage boys and girls to learn about farming. For this reason we are especially glad to be able to sponsor the Pullet Chains in eighteen Western North Carolina Counties. These chains give ten boys and girls in each county, under the supervision of the Assistant County Agent, the opportunity to grow out 100 pullet chicks. It is a valuable experience for the boys and girls, and most of them make some money on these projects. In the fall a sale is held, and each boy or girl sells twelve pullets to provide money to carry on the Chain the next year. The Federation furnishes prize money for these sales.

Picnics

No report of the year would be complete without mention of the Picnics. There is nothing quite like the Federation Picnics anywhere in the United States. They bring people together for a day of entertainment and good fellowship and they provide an unusual opportunity for our boys and girls to develop their musical and entertainment talents. They also give our department heads a chance to discuss some of the constructive programs of the Federation.

Panhandle Pete, Johnny Rhymer, Steve Ledford, and Gaither Robinson have devoted their best energies and enthusiasm to making the picnics successful. Have you seen Panhandle's new camera? We also would like to make special mention of the Hi-Liters - Joe Franklin, Darryl Petty, Jimmy Buchanan, and Tommy Sechler. These boys have contributed lots of pep and fun and good music to the picnics. Many other performers - the acrobatic Neal Sisters, Red Raper, Ed Bowers, and lots of others - have pitched in to give the Picnics a really wonderful entertainment program.

(Continued on Page 10)

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108s' health, highly heritable in their broiler chicks, is helping set new lows in cost per pound of meat, and is resulting in more pounds of meat per house.

Broilers based on 108s lead in percent of salable yield, dress cleanly and easily in processing plants. Ideal for meeting all conditions under government inspection.

Meet increased competition in late 1958 and 1959, with highly efficient Nichols 108s and the broiler chicks they produce. See your hatcheryman, or write us for information.

RESEARCH MAKES THEM BETTER NICHOLS

Nichols Incorporated

EXETER, NEW HAMPSHIRE

Would you call this fair play?

Umpire gives "Visitors" a special advantage by tagging out a "Home" team runner at the plate. "Home" team has to play by the regular rules. Would you call *this* fair play?

Hardly—yet you and most Americans face that same kind of unfairness all the time with some of your taxes.

About 23 cents out of every dollar you pay for electricity goes for taxes. But because of present tax laws, several million families and businesses escape paying most of the taxes in *their* electric bills that you pay in yours. They are people whose electricity comes from federal government systems.

And *you* have to help make up the taxes they escape.

Most Americans think everyone should pay his fair share of taxes. Don't you agree?

CAROLINA POWER & LIGHT COMPANY

Federation's 38th Year

(Continued from Page 8)

Hospital Insurance Program

One of our programs which has been emphasized at the Picnics by Gaither Robinson's sudden attack of "Appendicitis" in the audience in the Rural Hospital Insurance enrollment. We have carried on this hospital insurance program in cooperation with the Hospital Care Association of Durham, and it has shown steady growth. Because of rising hospital costs it was found necessary to increase the premium rates for the program in March of this year. As of June 30th, 1958, there were nearly 14,000 people covered with hospital insurance under this enrollment.

The reason the Federation believes it to be worthwhile to sponsor this program is that it enables any rural family in Western North Carolina to have the advantages of a group rate for hospital insurance. Furthermore, lots of people don't have checking accounts and they find it easy to pay their premiums in cash at their local Federation store. A great many people who had never taken out any hospital insurance at all have been covered for the first time under this program. As Jeff Hembree, one of our Polk County members, says, "you feel a whole lot better lying on a hospital bed if you know that your bills are paid."

Lord's Acre Movement

A very large number of our stockholders, patrons and employees are deeply interested in the Lord's Acre Movement. This Movement, which was launched in 1930, has grown rapidly and spread to many other states and to foreign countries, especially to missions in agricultural areas. Under Jack Waldrep's leadership, the Lord's Acre Movement has been energetically promoted. Mr. Waldrep has spoken at a large number of conferences as well as at many individual churches during the year. The adoption of the Lord's Acre Plan among the Cherokee Indian Churches is especially worthy of note. Also, negro churches in Macon and Clay Counties and elsewhere have taken up the Plan with enthusiasm.

Work is now under way on a 25-minute motion picture on the Lord's Acre Movement which promises to be of great value in helping to spread the Lord's Acre, especially among young people. Extra copies of this film will be made, so that it can be shown all over the Nation.

Mr. Waldrep has been a great addition to the Farmers Federation team. He has fitted right in with all our activities and helped to improve them. During the past year and a half he has traveled approximately 56,000 miles and has made approximately 375 talks to church and community groups about the Lord's Acre Plan.

Board of Directors

The Board of Directors of the Federation is made up of men who are public-minded citizens of their respected counties. There are two directors from each county and seven directors-at large. In the past two years they have given much time and thought to the problems of the Federation. They are an unusually fine group of men.

The members of the Board are: Avery County - F. W. Voncanon, E. T. Erickson; Buncombe - D. M. Snelson, Joe R. Wells; Burke - David McGimsey, M. T. Harbison; Caldwell - Claude Mast, John M. Hart; Cherokee - Clyde McNabb, J. H. Hampton; Clay - Cline McClure, Clarence L. Smith; Haywood - Herschel Hipps, F. A. Justice; Henderson - D. P. Moss, Frank Burgin; Jackson - -W. G. Dillard, F. E. Parker; McDowell - W. J. Porter, W. G. English; Macon - Fred Hannah, James Raby; Mitchell - Robert B. Phillips, T. W. Dale; Polk - Hinton Thompson, Earl Swain; Rutherford - O. J. Holler, Dewey Carpenter; Swain - John Breedlove, Ellis Burnett; Transylvania - H. C. Enloe, Charles W. Davis; Yancey - H. W. Higgins, Tom Ray.

Directors-at-Large are: James McClure Clarke, R. A. Crowell, Raymond Duckett, H. A. Osborne, Walter K. Pike, G. Dewey Ray and Gay Snelson.

During the year our managers and department heads and all our employees have carried out their responsibilities loyally and well. The store managers have a difficult and exacting job. Many people in the community depend on them. The same thing is true of almost every department in the Federation. All of our employees have shown a fine spirit of service and faithfulness, sometimes under difficult conditions.

The Association's key department heads, managers, supervisors and field men are: Charles W. Davis, Acting General Manager; J. N. Barnett, Supervisor of

(Continued on Page 51)

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When you buy hospital insurance . . .

HANDLE WITH CARE*

Mr. Morris S. Bench of Route 6, Asheville, knows it pays to "Handle with Care" when you buy hospital insurance. Mr. Bench joined Hospital Care through the Farmers Federation group program on 2-15-53. When he was hospitalized recently at Memorial Mission Hospital with a knee injury, Blue Cross paid all but $28.97 of his bill.

With Blue Cross paying the bill, Mr. Bench finds being in the hospital is not so bad as he had expected.

Fully restored to health, with no hospital bills to worry about, thanks to his Blue Cross protection, Mr. Bench is now back on his farm, raising hatching eggs.

Hundreds of hospital bills like Mr. Bench's are now paid every year by Hospital Care for the more than 12,000 WNC people who have Blue Cross protection through the Farmers Federation Co-operative. **If your family is not enrolled, now is the time to get this hospital-approved coverage at group rates.**

*HOSPITAL CARE *of*

DURHAM, NORTH CAROLINA

ENROLLMENT NOW OPEN

Closes Sept. 15

HOW TO JOIN

Visit the Farmers Federation Store in Your County, or Write to Blue Cross, at Farmers Federation Hq in Asheville

Box 851

$5 in FARMERS FEDERATION Merchandise will be awarded to the holder of Hospital Care Certificate Number 134496. Present your Blue Cross Identification Card to nearest Farmers Federation Store.

N. C. APPLE FESTIVAL SET FOR AUGUST 26-SEPT. 1

The 12th annual North Carolina Apple Festival will be held in Hendersonville August 26 - September 1.

Queen Myrna Peeler will reign over 1958 North Carolina Apple Festival, August 26-September 1 at Hendersonville.

A Festival needs a queen, and here her majesty is chosen Tuesday, August 26, from the more than 40 Tar Heel 'peaches at the Apple Festival'. The Coronation Ball is Wednesday evening so that the queen will be free to reign over the busy events to come.

Thursday, August 28, the real fun begins with tours of the Apple orchards. That evening is the start of the Carolina Mountain Folk Dance Jamboree, featuring square dance teams, clogging, string bands, special acts, guest stars and the modern sound to folk music.

Liveliest of all, perhaps, are Friday and Saturday, Mountaineer Days, when all residents are required to wear authentic old time hillbilly garb or risk a jail sentence in the most spectacularly shaped jails of all time! Visitors are given licenses to excuse their appearance by the Daisy Mae policewomen.

All during the day, there are checker tournaments, whittling contests, apple bobbing contests, bundling board demonstrations, and the ingenious costumes vying for attention.

Aunt Jemima will cook a pancake and sausage supper at the town tennis court on Main Street with all you can eat for $1.00. The Folk Dance Jamboree continues that evening plus a fireworks display.

Additionally, on Saturday, is the Kid's Pet Show (last year a daschund came disguised in a vienna loaf as a 'hot dog'), the Junior Apple Parade and the chompionship finals of the Dance Jamboree, again with fireworks.

Sunday, the visitor may rest in the cool, clear mountain air, take

(Continued on Next Page)

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HENDERSONVILLE, N. C.
Henderson County's Daily Newspaper
Offers Advertisers a Net Paid Circulation of 6,564 in a County of 7,750 Families With an Effective Buying Income of Approximately $40,000,000 in 1957
$6.00 A YEAR BY MAIL

A Balanced Economy of Agriculture and Industry is Important to all of Henderson County. May the 1958 Apple Crop Help Meet This Goal.
OUTDOOR LIGHTING DEPARTMENT
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Progress Is Our Most Important Product
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Buy Now For Extra Values
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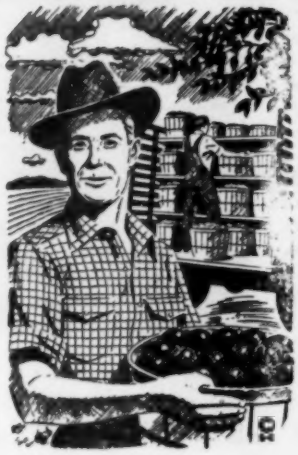

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Complete farm market prices . . . quoted from the different farm auction markets in the area.

CATTLE AND LIVESTOCK PRICES?

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Complete 5 minute weather report from U.S. Weather Bureau in Asheville.

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- Market Conditions and Futures
- Information to Farmers and Cattlemen
- Hillbilly and Folk Music

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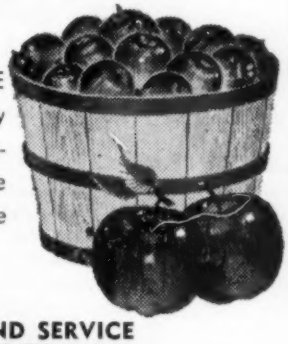
Back at Hendersonville, he may see the Oberammergau Passion Play, swim at a sand beach or play golf at the Donald Ross designed 18 hole golf course.

Monday brings the King Apple Jamboree Parade, described as the State's greatest spectacle. More than 40,000 people from five states are expected to witness this extravagance of brilliantly uniformed bands, strutting majorettes, beauty queens, outstanding float units, and novelty acts which takes two hours to pass.

Apple Queen Myrna Peeler

Welcome To Hendersonville!



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Schedule of Events

NORTH CAROLINA APPLE FESTIVAL

TUESDAY, AUGUST 26

7:30 P.M. BEAUTY PAGEANT, Contest for Queen, High School Auditorium

WEDNESDAY, AUGUST 27

10:00 A.M. TOUR OF HENDERSON COUNTY APPLE ORCHARDS. Leave from Boyd Park. Bus Transportation.

9:00 P.M. APPLE FESTIVAL CORONATION BALL. Hendersonville Gymnasium. Featuring BILLY KNAUFF and his orchestra.

THURSDAY, AUGUST 28

10:00 A.M. TOUR OF HENDERSON COUNTY APPLE ORCHARDS.

7:30 P.M. CAROLINA MOUNTAIN FOLK DANCE JAMBOREE—Square Dance Teams, String Bands, Individual Performers. High School Stadium.
PLUS! FIREWORKS DISPLAY! ! ! !
Also Selection of Junior King and Queen.

FRIDAY, AUGUST 29

12:00 Noon to 7:30 P.M. AUNT JEMIMA PANCAKE SUPPERS—On the tennis courts at Boyd Park.
All the pancakes you can eat for one dollar.

7:30 P.M. CAROLINA MOUNTAIN FOLK DANCE JAMBOREE—Square Dance Teams.
Individual Performers. High School Stadium.
PLUS! ! FIREWORKS DISPLAY! ! ! !

SATURDAY, AUGUST 30

10:00 A.M. KID'S PET SHOW. High School Stadium. (Admission Free)

11:00 A.M. JUNIOR APPLE PARADE. Along Main Street to Allen Street.

12:00 Noon to 7:30 P.M. AUNT JEMIMA PANCAKE SUPPERS—On the tennis courts at Boyd Park.
All the pancakes you can eat for one dollar.

7:30 P.M. CHAMPIONSHIP FINALS, CAROLINA MOUNTAIN FOLK DANCE—Square Dance Teams. String Bands. Individual Performers. High School Stadium.
PLUS! ! FIREWORKS DISPLAY! ! ! !

SUNDAY, AUGUST 31

11:00 A.M. ATTEND CHURCH OF YOUR CHOICE. Tour all Scenic Points in Hendersonville and Western North Carolina.

MONDAY, SEPTEMBER 1

2:30 P.M. KING APPLE JAMBOREE PARADE — Bands, floats, novelty acts, clowns, etc. Beginning at Five Points and proceeding down Main Street to Caswell Street. RESERVED SEAT SECTION BETWEEN FOURTH AND FIFTH AVENUES.

8:00 P.M. APPLE FESTIVAL SQUARE DANCE—String Bands, Performers, Acts (Admission Free). Presentation of Queen and Court. Main Street between Fourth and Fifth Avenues.

TICKETS ON SALE AT
HENDERSONVILLE CHAMBER OF COMMERCE
SKYLAND HOTEL BUILDING
TELEPHONE OXford 2-1413

MOUNTAINEER DAYS—FRIDAY and SATURDAY—August 29-30

All people required to wear "Hillbilly Costume" or purchase special dress permit from "Daisy Mae" policewomen. Checker Tournament, Whittling Contest, Square Dances, Free Acts, Fun galore throughout the business district.

APPLE FESTIVAL DAYS—THURSDAY - FRIDAY - SATURDAY
August 28-29-30

Merchants Trade Promotion — VALUES GALORE IN EVERY STORE. Many stores will give Free Apples, Prizes and Gifts to lucky shoppers during the event.

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Hollywood Visits Hendersonville

Robert Mitchum, Hollywood star who was here last year making his new picture, "Thunder Road", took part in the 1957 Apple Festival.

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VAGABOND PLAYERS HAVING GOOD SEASON

The Vagabond Players, North Carolina's first professional Equity summer theatre company, are approaching to the end of their 20th season, one of their most successful in twenty-one years of operation.

Opening Tuesday, August 19th, will be their 9th play of the season, a comedy classic by Lynn Riggs, author of "Oklahoma," entitled "Roadside." It is the rootin', tootin', shootin' romance of the wide open spaces and the play that catapulated Ralph Bellamy from stage to screen fame. Gilbert Rogers will be seen in the hole that started former Vagabond player Lee Marvin on his way to screen stardom.

The tenth and final play of the summer season, opening August 26th, will be "Plaintiff in a Pretty Hat," by Hugh and Margaret Williams. This delightful romantic comedy was first presented, with great success, at the Duchess Theatre in London, where it opened on October 12, 1956. Broadway bound, the London company played at the Coconut Grove Playhouse and the Royal Poinciana Playhouse in Florida, but the illness of movie star Glynis Johns, co-starring with Hugh Williams, forced her return to England and the abandonment of the New York engagement. The Vagabond Players will be the first American company to present this play.

One of the highlights of the 1958 summer theatre season was the sensational successful appearance of Carl Sandburg, noted poet and Lincoln biographer, at the Playhouse on Sunday evening, August 3rd, which filled the house to capacity.

(Continued on Page 18)

The name has been changed, but the service is the same

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ANDERS & BENNETT

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Vagabond Players

(Continued from Page 17)

The Playhouse, an attractive new barn-style theatre, seating 700 persons, was built in the spring of 1956 and is situated on U. S. 25, two miles south of Hendersonville, on the historic rock from which the town of Flat Rock derives its name.

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"I'm afraid that you flunked the final test, Mrs. Miller."

Picking the Apple Festival queen is not an easy job, particularly when there are so many qualified candidates to choose from as can be seen above. This picture shows what the judges had to contend with last year. Over 40 girls were entered in the contest.

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333-37 7th Ave. E. Hendersonville, N. C.

Eskdale Farms Sale Held July 28th

The Eskdale Farms Production sale at Tryon on July 28th was very successful with the 34 females sold averaging $309.12. Cattle were sold into North Carolina, South Carolina, Virginia and Georgia. The top animal was consigned by Thomas R. McPherson, Mebane, N. C. and sold for $625 to John R. Kimberly, Eskdale Farm, Tryon. The second high animal was consigned by the Estate of L. E. Strard, Great Falls, S. C. and sold for $600. to Nicholas G. Roosevelt, Gippy Plantation, Moncks Corner, S. C.

The sale was managed by the N. C. Guernsey Breeders Association and the S. C. Guernsey Cattle Club with headquarters at 114 Brookside Rd., Spartanburg, S. C. These are non-profit agricultural organizations and all revenue from this sale, as well as all other sales, go to promote the Guernsey Breed and the Golden Guernsey Milk program. Gaden Copening, Eskdale Farm manager, was assistant sale manager.

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Henderson Guernsey Cow Makes Record

A registered Guernsey cow, Shoal Falls Gay Bell owned by Shoal Falls Farm, Inc., Hendersonville, N. C. has completed an official production record, according to the American Guernsey Cattle Club here.

This record was for 10,461 pounds of milk and 555 pounds of fat. "Bell", was a junior four year-old, and was milked two times daily for 305 days while on test.

This official production record was supervised by North Carolina State College.

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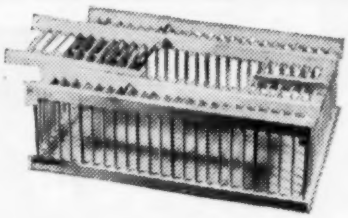

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A REPORT FROM THE FARMERS FEDERATION MARKETING DEPT.

By T. P. Greene, Manager Marketing Department

The Farmers Federation Marketing Department is one among the oldest departments of the Farmers Federation. I am happy to say that I have been connected with this department for twenty-one years, and as manager for over half that time, so you might think of this as the Marketing Department in the last twenty years.

T. P. Greene

Twenty years ago broilers were not being grown commercially; commercial eggs were not nearly as extensively produced as today; a few broilers only came to market in the spring of the year; truckers and live poultry buyers traveled from farm to farm to buy a few old hens, roosters or young chickens and they were dressed in the Marketing Department by hand. One hour's production in the plant today would have then been a two weeks' supply on the local market. Broiler production increased from nothing to what it is today. Chickens dressed twenty years ago were not eviscerated; local markets did not have facilities to handle ice-packed poultry, and poultry was not consumed except on weekends, generally speaking.

Today poultry is our No. 1 crop in Western North Carolina and No. 2 in the state. Dressed poultry is handled through retail markets seven days a week and chicken is served in cafes, restaurants and institutions daily instead of weekends.

Our sales last fiscal year were $3,128,862.42. We have increased sales every year with the exception of one or two years, for the last ten years. We have handled more pounds of poultry each year than each preceding year with two exceptions. Our total pounds of live poultry last fiscal year were 10,649,675 pounds. The Farmers Federation, through the Marketing Department, pioneered the production of poultry and eggs for our patrons in Western Carolina. We have built markets so production could increase.

If we can continue this summer with local eggs, for our markets it will be the first time that we have not had to rely on western eggs during our slack production season. From all indications we will be able to get all the local eggs we need for our local markets; however, we are not producing enough eggs to create a permanent year-round outside market and we do not build our own economy unless we produce and ship to other markets.

We are members of regional and national poultry organizations, and we specialize in marketing your products for the top dollar and to get that top dollar we ask that you give us top quality merchandise.

If you have a marketing problem in poultry and eggs please see us.

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Woman's Page

By MRS. JESSE B. ADAMS

How Are Your Menus?

Do you run out of ideas for menus? Is your family getting tired of the same old thing? Do you feel the need of change? The Lever Brothers Company gives the following suggestions in their bulletin "Making Your Food Dollar Count." Read these suggestions and see what help you may get in planning meals, making your work easier and having good meals and enjoying watching your family appetites come back.

This Way to Better Menus for You and Your Family

1. Plan Menus for a Week—A weekly menu-planning session is one way of getting the most for your money. Then the food buyer can take advantage of special prices for quantity purchase of staple items and be certain to make efficient use of leftovers. Don't expect to follow any plan slavishly. Short supplies of some foods, unexpected sales, or guests may make last-minute changes desirable when you go to market.

2. Organize Your Buying — Whether shopping is done once a week or several times, make a weekly marketing list. Starting with menus, note very carefully the total amounts of all foods needed during the week. Items such as flour, sugar, cereals are often less costly in larger packages or cans.

3. Select the Right Equipment—For most efficient and time-saving cookery, and to retain the goodness of food, equipment of the right kind is a "must." Straight-sided saucepans with tight-fitting covers, and the right size pots and pans for your family, are essential. These utensils help save the minerals and vitamins in fruits and vegetables. A good broiler will simplify much of your meal preparation, help you avoid overcooking which destroys both flavor and food value. A heavy Dutch oven and oven-proof casseroles are necessities for those long, slow-cooked meats and one-dish meals, so good to eat, so easy on the pocketbook because they use inexpensive ingredients.

4. Make a Preparation Time Schedule — Arrange a time and work schedule for each day. Consider time spent in food preparation as well as actual cooking time. Check any dishes which need freezing or chilling so they can be prepared in advance. List preparation steps in order, as a reminder to put the vegetables into the stew at a particular time or to preheat the oven. But be sure to remember that certain preparations must be last-minute so as to retain all the food value for which you have paid. See chart on page 3 for full directions.

5. Pick Up Taste Appeal—Use something more than salt and pepper for seasoning. Herbs and spices of many sorts often make the difference between ordinary and super-special dishes, but don't overdo—taste as you go along so as not to overseason. One of your finest seasonings is as near as the refrigerator — smooth, fresh-tasting margarine for vegetables, casserole toppings, easy-to-make sauces. The flavor of fresh margarine does not mask food flavors but rather enhances them — and margarine adds nutrients as well as flavor—nutrients all-important to the teens.

(Continued on Next Page)

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6. Add Eye Appeal — Foods should be beautiful to see as well as wonderful to taste. Cookery, perfectly timed, is part of the answer. Vegetables crisp and fresh with none of their original bright colors dulled, nicely browned meats, desserts that hold their shapes, symmetrical, properly baked cakes, cookies, breads —all have mouth-watering appeal. Go one step further and plan eye appeal into every menu. Use bright vegetables with a creamy white main dish, meat and vegetable portions in definite shapes, color touches in good-to-eat garnishes, bright gelatin molds, spiced fruits, greens.

7. Use Leftovers with Imagination — Sunday's roast will be delicious sliced cold on Tuesday, but may pall a bit on Wednesday. Or perhaps there may not be quite enough to go around. Proper menu planning and careful buying should keep leftovers at a minimum, but sometimes they are unavoidable. This is the time to invent something out of almost nothing—a soup with leftover vegetables and bouillon cubes — a Chinese-style dish with meats and vegetables in a soy-flavored gravy—special desserts from leftover baked goods plus fruit.

8. Serve Foods with Style—To do justice to good food, table settings should be simple and attractive, table service gracious and leisurely. A portion of the family budget should be earmarked to give your good food a setting which will make it look even better —and more important, help make that food disappear.

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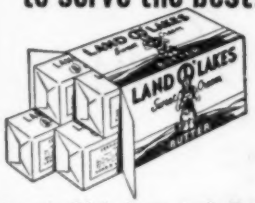

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Caroland Acres Dispersion Sale Will Be Held September 22nd

Announcement has been made of the Caroland Acres dispersion sale on September 22nd at the farm near Arden, N. C. by Hugh K. Snively, Caroland owner.

For reasons of health and because the herd has outgrown the ability to supply adequate pasture and raise sufficient feed, Snively will sell 101 head in 68 lots including 25 cows with calves and 12 open heifers. Some outstanding cattle will be offered, the result of a breeding program which emphasizes the crossing of EER VICTOR DOMINO, and BEAU PERFECTION bloodlines with CMR ADVANCE and ANXIETY females.

A producer of fine hereford cattle since 1948 when the herd was started with three foundation horned cows which are still in the herd, Snively has a 300 acre farm on the Mills Gap Airport Road and invites all interested persons and breeders to attend the sale on September 22nd which will start at 12 noon. Colonel Jewett Fulkerson will be the auctioneer.

Miss Richland M 11th, granddaughter of CMR Rollo Domino 28th, 1948 National Champion bull, is typical of many fine cows selling at Arden on Sept. 22nd.

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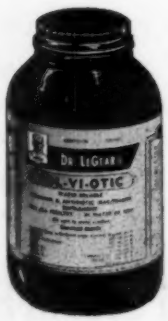

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The Veterinarian's Corner

By Dr. Arthur B. Christian

Calf Diphtheria

Outbreaks of sore mouths which are quite common in young calves and young stock may be an infectious disease called calf diphtheria. It is caused by an organism that commonly lives in the soil. These bacteria enter the body by way of breaks caused by the cutting of the first teeth after birth.

Dr. Christian

Symptoms

A swelling may appear in the side of the cheek or in the throat. Inside the mouth the surface is rough and there are distinct ulcers with accumulations of cheesy materials. The affected animal tends to slobber, has a discharge from the nose, may wheeze and cough, appear dull and weak and loses weight. The untreated animal may die, either due to the disease itself or to complicating diseases such as pneumonia.

Sick animals should be isolated promptly, the housing quarters thoroughly cleansed and disinfected and the feeding equipment should be disinfected and not used for other animals. Whenever calf diphtheria is suspected your veterinarian should be called at once.

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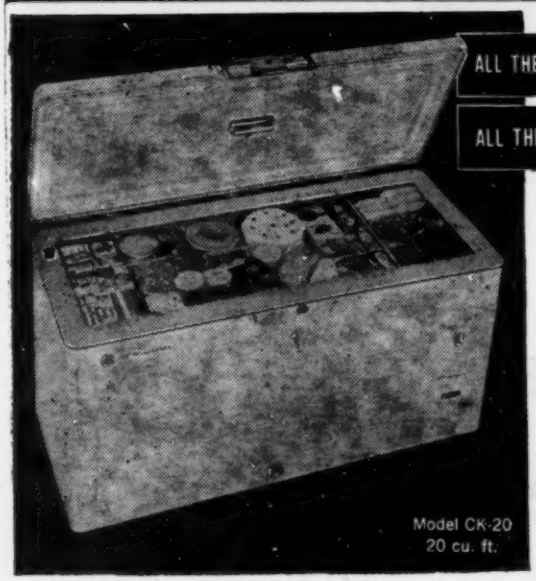

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Garden Notes

By Mrs. C. C. Proffitt - Asheville Garden Club

Since this is the last vacation month before the busy fall season arrives, we are inclined to take it as easy as possible and rightly so, for often, we are too busy to enjoy our gardens as we should, and this month, there is such an abundance of bloom to enjoy with the annuals at their peak, and Roses, "glads", Dahlias and Asters holding forth in all their glory.

So, for this month, we will try to get by on a minimum of work. Of course, to continue to have plenty of fall bloom, the regular garden maintenance program has to be carried out, especially the dusting and spraying, some feeding and cutting off dead flower heads and stalks, which by this time has become more or less routine.

Following the rains in July there will probably be more weeds to get out before they take over or go to seed. Also, so many of the fall perennials have grown so tall that they will need to be staked, before they are blown down by heavy rains or wind, and give the garden an unkempt appearance. Most plants too, will benefit from a light feeding to encourage fall bloom. Chrysanthemums especially, need weekly feeding after the buds form, and Peonies should be fed this month since they are making active root growth at this time. Use Bonemeal and woodashes around them.

August is the time to finish transplanting your Iris if you did not get to it in July. Also, old clumps of oriental poppies can be lifted and divided now while plants are dormant. Other perennials that may be planted or moved now are Bleeding heart, Mertensia (Virginia Blue Bells), Doronicum and Lilies-of-the-valley. Peonies and Day-lilies should be ordered for September planting.

Bulbs to plant this month are Madonna Lilies and fall crocus, but we should begin to get our orders ready for our spring flowering bulbs, that start going in in September.

The garden magazines this month are featuring Lilies, with special articles and sale offers by various growers. So many new hybrid strains are being developed by the Oregon growers, like the new Pink Perfection featured on the front cover of Flower Grower. If you haven't tried any of these newer Lilies, it would be interesting to do so.

If you plan to grow your own pansies this is the month to sow them. For better germination, it is suggested that you keep seed in refrigeration for a week before planting. The same is true of Delphinium, which may be planted at the same time. Also, you may sow primroses, forget-me-nots and snapdragons, wintering them over in the cold frame.

A most important job for the month or early September, is to recondition your lawn or start a new one, since conditions are now ideal for the root growth of grass than any other season. The lawn should have its fall feeding by the end of the month, as your grass begins to take on new life with the cooler nights, and usually more moisture.

All gardeners should exhibit their best flowers later this month in the men's annual vegetable and flower show.

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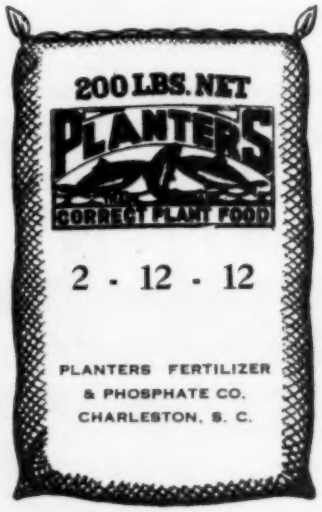

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A Revolution In The South's Poultry Houses

By Glenn Hunt
Poultry Division Manager

An unbelievable revolution is under way on the poultry farms in the Southland. This quiet fast moving revolution is the result of alert farmers, agricultural leaders, and hardheaded businessmen searching to find better ways of mass production, quality control, specialization, and skilled marketing of poultry products. They are experimenting with methods of moving poultry farming out of "yesdays" style of produce — then — sell into "todays" style of produce—what—sells. The movement is boosted along in the market place by modern merchandising methods, best described by the tremendous job supermarkets are doing, and also it is being urged along by the development of improved packaging and built-in conveniences that appeal to the housewife.

Glenn Hunt

Contract Production

This great change in poultry production that has occurred in recent years has been influenced to a large degree by contracts. The pros and cons of contract farming have been somewhat a controversial issue since their arrival. The contract technique enables farmers to turn out a large volume at a small margin of profit. Contracts were largely brought about because of a lack of money on the producers' part. Broiler raising is the best example of contract production of any agricultural product. In the early days the broiler business was done on a cash basis. It moved from the cash basis to an open account arrangement. From the open account it moved to the share arrangement, and from there it moved on to a guaranteed basis or contracts.

The contracts have varied since their beginning. The early contracts were based on a straight fee per head or so much per pound. These contracts are now being replaced by production efficiency arrangeemnts. A production efficiency program will speed up the rate that inefficient producers will drop out and the exceptionally good producers are going to receive greater income. The next swing that contracts may take is anyone's guess. There is some movement under way in certain sections of the country to simply put the grower on a salary basis and pay him a fixed amount for use of his buildings and equipment. Old broiler producing areas like Maine are using this method rather extensively.

Contract production of hatching eggs and commercial eggs has become popular in the past several years. Already new outgrowths have appeared from the early original egg contracts. Efficiency and quality are the predominant issues at stake in these new contracts. Hatching egg agreements are now having hatchibility clauses incorporated into them. Commercial egg contracts are spelling out in detail interior quality, clean eggs, and feed efficiency.

The question is often being asked if farmers are losing their independence by utilizing contract

(Continued on Page 28)

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REVOLUTION IN SOUTH

(Continued from Page 27)

methods of production. It seems very doubtful that they are losing their independence when you think of all the people in the country who are working for a prearranged salary. Three-fourths of the people in the United States are working for wages and salaries so far as this particular bit of independence it seems that it was sold down the river long ago. It is entirely reasonable to think the new contract method of production may be creating new freedom by having additional income.

Contract farming is relatively new in agriculture, but it is an old technique in industry. Small manufacturers, for example, have contracted with automobile manuturers for years for special parts, and who turns them out on order. Are the contract poultry producers any different? They produce for a buyer who specifies what he wants, how much he wants, and what he will pay for it.

Poultry Production in W. N. C.

In 1957 twenty W. N. C. counties had a poultry industry valued at $25,000,000. The broiler industry accounted for approximately $8 million, hatching eggs $8 million, commercial eggs and back yard flocks $9 million. Six counties out of the 20 are getting 75 per cent of the total poultry business. These counties are Buncombe, Macon, Watauga, Clay, Cherokee, and Caldwell. This seems to indicate that there are concentrated areas within the W. N. C. area. Everyone of the counties had an increase in hens the past 3 years. There were approximately 15 - 16 million broilers produced in 1957 which indicates a slight increase during the past 3 years. There are only several counties with a rather high concentration of broilers and the rest of them are rather spotty. Several counties actually had a decrease in dollar volume for broilers but this was due to a broiler-feed ratio rather than a decrease number of broilers.

What are some of the things that need attention if W. N. C. is going to move ahead in poultry, whether it be broilers or eggs? **Concentration** - at least a portion of the answer lies here. One egg collecting depot in the midwest tells of picking up 6,000 cases of eggs in a radius of 20 miles of its warehouse. Many broiler producing areas have 20 million broilers in a radius of

(Continued on Page 49)

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BLUE CROSS BULLETINS

By Phil Burch
HOSPITAL CARE REPRESENTATIVE

Charles J. Solesbee has been appointed by The Hospital Care Association, of Durham to assist John Philip Burch in the enrollment of Western North Carolina farm families in the Farmers Federation and other Hospital Care W N C rural group programs of Blue Cross.

Chas. Solesbee

Mr. Solesbee is a native of Buncombe County, graduate of Woodfin High School and attended Blanton's Business College in Asheville.

Before joining The Hospital Care Association, Durham, N. C. in January, 1954, as a Direct Pay Representative in Asheville, Mr. Solesbee worked with Morgan Furniture Company, Black Mountain and Sayles Biltmore Bleacheries, Inc., Asheville, N. C.

Farmers Federation Store Managers and other workers are under the supervision of Mr. Burch and Mr. Solesbee in enrolling farm families at group rates of 15 per cent less than that charged, for the same coverage, by The Hospital Care Association on direct membership.

For more information, visit one of the Farmers Federation Stores or write Blue Cross, Box 851, Asheville, N. C., that you are interested in joining Blue Cross.

Be sure to check each monthly issue of the News for the winning certificate number and name of the Blue Cross member who receives $5 in merchandise at his Farmers Federation store.

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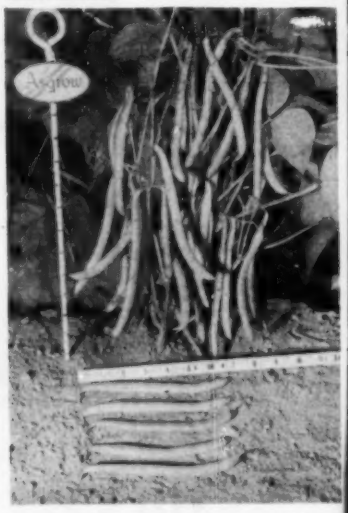
New Stringless Green-Podded Snap Bean Introduced

ASSOCIATED SEED GROWERS, INC. announce the release for sale of Resistant Asgrow Valentine, a new stringless, green podded snap bean. Developed primarily for produce growers and shippers, the new variety is the result of eight years of plant-breeding and evaluation work by the Asgrow Department of Breeding and Research.

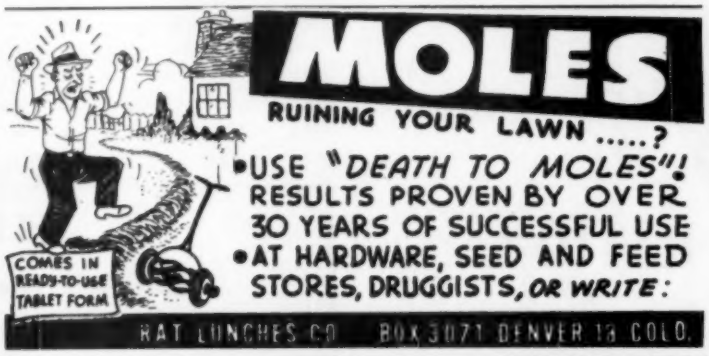
Resistant Asgrow Valentine has the same horticultural characteristics that have made the present Asgrow Black Valentine the standard oval-podded variety for fresh market for many years, differing only in its resistance to common bean mosaic and the N. Y. 15 variant strain. These virus diseases frequently cause cerious losses in commercial plantings.

The plants of Resistant Asgrow Valentine are medium large, vigorous and productive, with medium green foliage. The pods are stringless, thick-oval to oval in shape, depending on growing conditions and maturity; medium light-green, nearly straight; and of a desirable length (6"-7"). Like those of regular Asgrow Black Valentine, they hold up well under long distance shipping and retain their appearance well on the produce stand. The seed is shiny, solid black, and indistinguishable from regular Asgrow Black Valentine.

Resistant Asgrow Valentine has been compared extensively with Asgrow Black Valentine, both in experiment station trials and in commercial-scale plantings in the principal snap bean growing areas from Florida to upper New York State. Resistant Asgrow Valentine has consistently produced higher yields and received superior ratings for pod type and quality.



This new, stringless snap bean reaches a desirable length of 6-7 inches. It has been developed primarily for produce growers and shippers.



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Seeing was not necessarily believing - - at least in the matter of Asheville's first electric street car.

The year was 1889. The second electric railway to operate in the South marked a great day for Asheville. A crowd thronged Pack Square to watch the miracle of a car moving without steam or animal power.

The first car was loaded with men (they considered it too hazardous for the lady-folks). As it moved off with a whirr and a clatter a preacher named T. M. Myers ran after it exclaiming, "Well it's gone, but I don't believe it!"

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THERMAL BELT ONE OF 4,000 INDEPENDENT TELEPHONE COMPANIES

Few people realize what an important part Independent telephone companies play in our country's economy . . . how much they are doing to bring service to thousands . . . yes . . . millions living in rural areas who never known the convenience of the telephone.

About one out of every seven telephones in the United States is owned and operated by an Independent (non-Bell System) company. Of the nearly 64 million telephones in te U. S. A. at the end of 1957, nearly 10 million were operated by independently owned companies. The latter serve as many telephones as there are in all of Great Britain and France combined.

There are 38 Independent telephone companies which provide about 365,000 telephones to the homes, farms and business firms of North Carolina, and serving approximately 75 per cent of the state's area.

The Independent telephone companies are completely interconnected with the nation wide long distance lines of the Bell System. Because of this, each Independent telephone is only seconds away from any point in the U. S. . . . and only minutes away from anywhere in the free world.

Beyond a doubt one of the greatest contributing factors in the development of rural telephone service by Independent companies in the outstanding accomplishment of the Rural Electrification Administration since its entry into the field of telephony less than 9 years ago. A modern automatic telephone system, even moderate in size, represents a heavy investment as well as specialized knowledge along engineering and scientific lines. Not every community has the resources to meet these requirements. However, REA has made available both money and know-how; it has done this so successfully that in the less than 9 years since it began operating, its loan programs, completed and in process, will have resulted in bringing service to over one million subscribers living in rural areas and small communities.

The original Independent company operating in Polk County in North Carolina and Spartanburg and Greenville counties in South Carolina, was founded in 1902. In 1948 the Thermal Belt Telephone Company was incorporated and took over the former Polk County Telephone Company. In September 1957, a complete reorganization, under a new management got under way. Since then many improvements in administration and operation have been instituted under the direction of a Bell System trained General Manager. Last December Thermal Belt obtained a loan from REA amounting to over one million dollars. This will permit the Company to rebuild almost completely its present pole and cable lines, also its central office equipment in order to meet the heavy rural area demand for service on the part of

(Continued on Page 50)

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(see the story in this issue)

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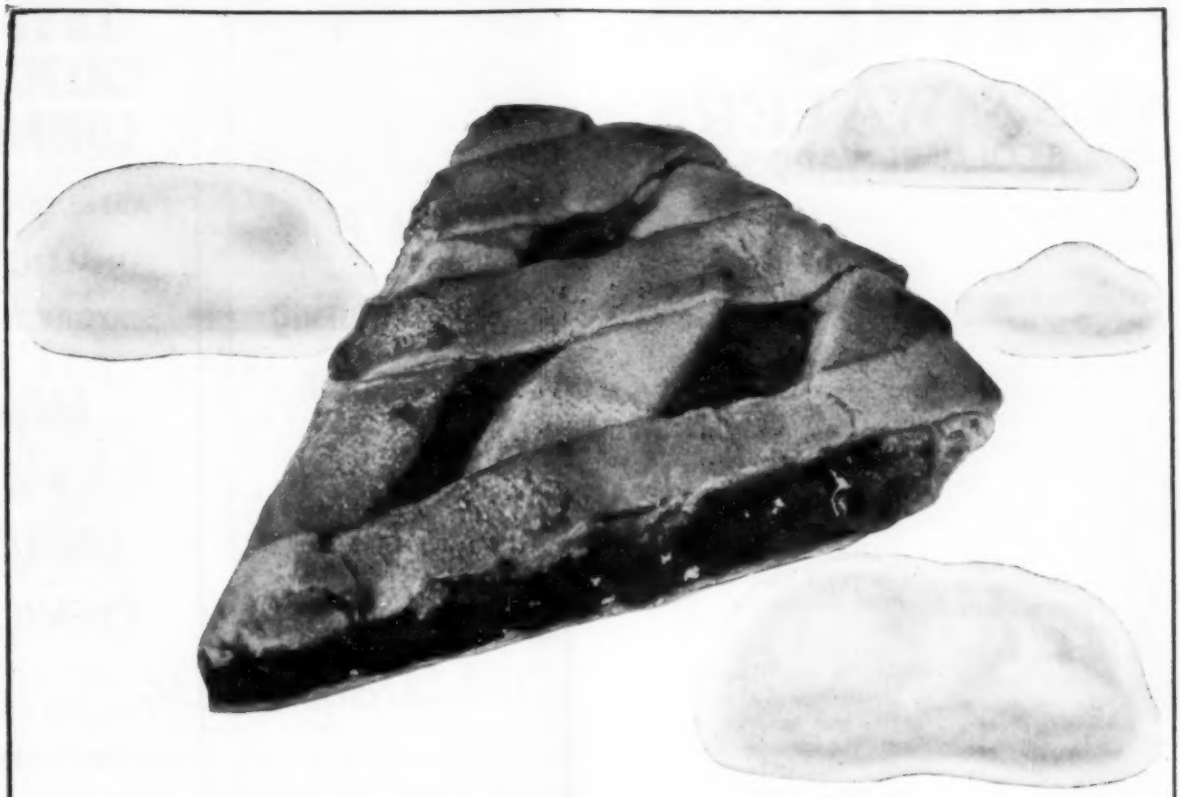

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WNC WOODS & WATERS

by MALCOLM EDWARDS

Squirrels and Squirrel Management

Many hunters feel that too much emphasis is put on big game management. At times they have been justified in this feeling. In the last few years, the realization that squirrels are the most popular game species in the state has caused wildlife biologists to take stock of just what is known of squirrels and what can be done to increase their numbers.

M. Edwards

There have been a number of investigations in process in various sections of the country. Ohio, Indiana, West Virginia, Michigan, and North Carolina have been prominent in this work. The first work done in North Carolina (this was prior to 1948) was a nesting box study, attempting to incerase the population by furnishing nesting places. Realizing the need for more information on breeding seasons and warble fly infestations in order to set proper seasons and bag limits, the Wildlife Commission sponsored a second investigation beginning July 1, 1948.

The final report on this project was published in 1953 and forms the basis for much of our present squirrel management and setting of seasons. It covered the history of squirrels in North Carolina, a review of recent squirrel studies in North America, live trapping, tagging and handling, techniques, population studies, breeding and rearing habits, parasitic infestations, management problems and

(Continued on Next Page)

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This little fellow is the target of many hunters every year but, strangely enough, comparatively little is known about squirrels and what can be done to increase their numbers.

possibilities, and recommendations for open hunting seasons.

While this report is one of the best available, it still falls woefully short of answering many questions concerning our most popular game species. Just why more work has not been done on squirrels is hard to explain. Quoting from the above mentioned report, "The shameful neglect of an animal, which is the favorite game of the majority of hunters throughout its range and which, with the rabbit, bring in well over half the revenue of nearly every state game department, seems strange indeed."

This lack of knowledge was pointed out rather emphatically recently. There has been some conflict between timber specialists in the U. S. Forest Service and state wildlife biologists. Timber Stand Improvement (called TSI) work was one point of disagreement. Cull trees, many of which are good den trees, were being cut in the process of improving the timber stand. At one meeting the foresters asked how many den trees per acre should be left. The biologists did not know. They were then asked how to census squirrels. Here again we had no technique. These answers should have been worked out. Lack of funds and possibly a case of not putting first things first put us in an untenable position. At present, the game departments of all southeastern states are working on the TSI problem (including squirrel populations and censusing). It is a cooperative affair with each state taking one angle and concentrating on that only.

No management practices can be worked out until population dynamics, life history, and limiting factors are ascertained.

Seasons

Lengthy and heated discussions took place at public game law hearings when squirrel seasons were discussed a few years ago. Recommendations from hunters for opening dates ranged from August 15 to November 30. It was obvious from the first that although one season over all the state was desirable from an administrative standpoint, it was not practical due to the natural geography of the state. Breeding dates and warble infestation peaks vary in the three physiographic regions of the state. Consequently different seasons must be set up for the mountains, piedmont, and coastal plain. For the last several years, the squirrel season in the mountain counties has opened on October 1. This has seemed to please the majority of the hunters and is past the peak of breeding and warble infestations.

Management

There is still little available in the way of management techniques. Management will of necessity be a matter of basic practices such as seasons, bag limits, and timber cutting practices. Planting food trees and placing nesting boxes are all right on a small scale by individuals but are too expensive to be done on large acreages. We have been doing some work on mass production but results have been indefinite.

From my own experience, squirrel populations are in a direct and immediate proportion to the mast crop. When squirrels are plentiful they should be hunted heavily. Changes in season length and bag limits are not too helpful as decreasing returns limit the kill. When hunting gets poor, many hunters stop hunting. The opening date is important to save nursing young and to prevent wastage due to warbles.

There is still a need for research into squirrel management and such things as nest boxes are not the answer to increasing the squirrel population.

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Boxwood Industry Flourishes In Swain County . . . .

By R. L. Lyday
Swain County Farm Agent
(Reprinted from March 1958 COUNTY AGENT)

Can the boxwood plant be grown as the principal crop of an area? The people of one North Carolina county are doing it. They just had to produce a cash crop or starve. This is how it began.

Down in the mountains of North Carolina, Swain county is 77.48 per cent federally owned. The governmental purchase of nearly 270,000 acres of land in one county over a period of less than 30 years has caused tremendous changes to come about in both the economic and social patterns of the people.

Despite relocation efforts to transplant families and whole communities into other areas, many of the people who were uprooted just moved off the government land and stayed. They bought small tracts of land and hung on. Many of the relocated families moved back to their home county—the sum total of which created a county of subsistence farmers. As a result, the total land in farms had fallen to 46,368 acres by 1954. Each farm had an average of only 61.2 acres of land. Of this amount the average farm had 7.5 acres of cleared land, much of which was 50 per cent slope or more. The remainder was steep mountain slopes unfit for even mountain pasture.

There was a brighter side, however, for the people. The government purchases of land had resulted in the establishment of the Great Smoky Mountains National Park and TVA's Fontana Reservoir. These projects became attractive to outsiders. Then the tourists began to come. By the late 1930's there was a steady stream of them.

Leading Cash Crop

One farmer, Uncle Tom Cunningham, loved the formal appearance of the boxwood plant. His yard was full of them. By 1935 several tourists had stopped to admire his plants; and of course wanted to buy some. This was the beginning of what was soon to become the leading cash crop of the county.

The next year Uncle Tom and his son, Harley, rooted 1400 cuttings and started into the boxwood business. The English type boxwood grew too slowly and the Japanese type grew too fast. As a result the Cunninghams settle on the American type boxwood, which

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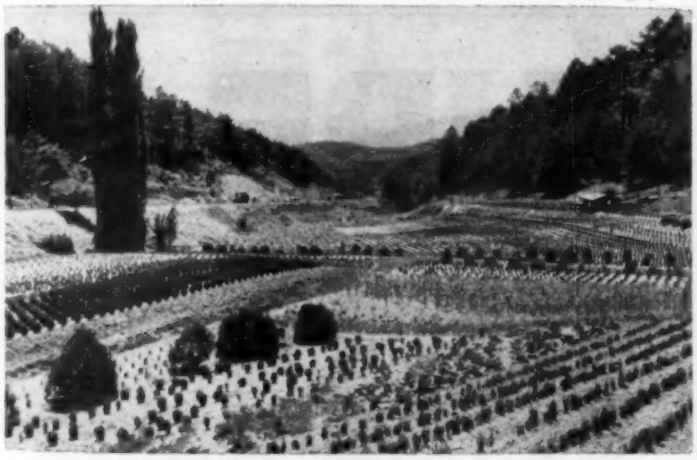

Here is a large tract of boxwoods in Swain County where the industry has become a leading cash crop. (Citizen-Times photo)

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is now the major type plant produced in the county.

As the years passed the Cunninghams with only some four acres of cleared land, could not supply the demand created by passing tourists. As a result, one by one the surrounding neighbors began to set small plantings to supply land.

The tourists, mostly from the South, began to carry back to Georgia, Alabama and other southern states, the story of the Swain county boxwood industry. Then came the Atlanta and Birmingham nurserymen, wanting to buy boxwoods by the truckload. By 1946 the supply was only one-quarter of the demand.

About this time the people on the small mountain farms began to realize the opportunity that was theirs. Plantings multiplied a dozen times each year.

By 1955 the production and sale of boxwoods was a thriving business. Farmers in need of a cash crop had found one. It was a cash crop that would fit into their land resources.

One acre of land now will grow 5,000 plants in five or six years which will sell at three to four dollars per plant. This is intensive farming at its best. Three thousand dollars per acre per year! The pay day, of course, comes at the end of the fifth to sixth year. A long time without a pay day, but when it comes, it's in cold cash dollars for people who know what it's like to live on little.

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HAYWOOD FARM TOUR REPORT

By W. C. (Uncle Abe) Medford

No, siree, there's nothing like it "in captivity"! In set-up, management, size, distance traveled and things seen, the Haywood County Out-of-State Farm Tour is unique.

The distance covered for the last several years has averaged about 3,500 miles; this year it was around 3,600, reaching into ten states of the Union and two provinces of Canada.

We have visited farm projects from small patches to large tobacco farms, wheat, oats, corn, alfalfa, hemp, potatoes, hay fields —what have you? We have seen small herds or numbers of cattle, hogs and sheep up to those of many hundreds; private silos to scores of grain bins and huge cooperative and government-owned elevators.

We've observed the cultivation and harvesting of corn, tobacco, wheat, oats barley, potatoes, peanuts, sugar beets, cane, rice and the cover crops.

Farming, Truck and Dairying

Also we have toured the wonderful farming and trucking belts of Colorado and those of the Platte, the Hudson, Arkansas and Mississippi river states. We've seen dairying in Wisconsin; grain, milling and hay-making in Minnesota; the fruits and berries of southeast Michigan; the cranberries of Maine and New Jersey; orchards of Virginia; and vineyards of New York and Ontario.

Many hundreds of herds are on the plains of Wyoming, Colorado, Texas and western Nebraska, and we have seen them in drought and good season — sheep and cattle. Then there are the horses of Kentucky; also the hogs of Iowa, where they try to see how quickly they can turn Iowa corn into prime breakfast bacon.

We have witnessed the making of automobiles in Michigan; potato growing and processing in Colorado and Maine; the stockyards of Chicago; and the processing of meats at St. Louis.

The witnessing of corn, wheat and oats being made into tasty cereals is an interesting process; as is also the making of different kinds of candies. The first of these processes we saw in New York — the making of candies at Hershey, Pennsylvania. To watch tobacco from the whole leaf into cigarettes and cigars, packed and ready to ship, is also interesting. This was in our own North Carolina.

But this is enough cataloging. As one member of our group said, "What is it we haint seen?"

(Continued on Page 42)

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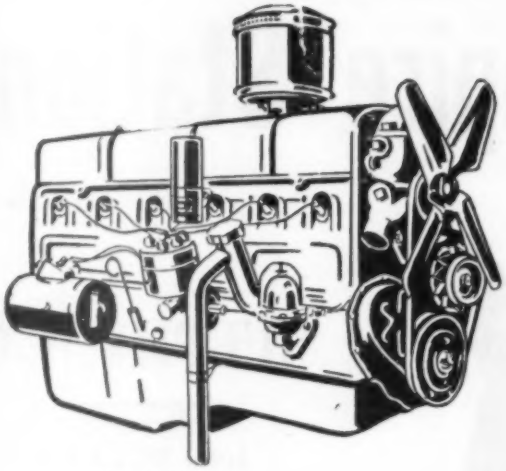

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Haywood Farm Tour

(Continued from Page 38)

How We Travel

Here's the way it goes:

Our county agent Holloway, or mabye an assistant agent, is at the "mike"—

"All aboard, folks We're running a little behind—and we've got to make (so many) miles yet." (A few minutes pass.) "Tell those women folks to hurry up there—we've got to be traveling!" Now the bus captains begin to count heads while the seated drivers wait.

"Is everybody on?" the bus drivers ask.

"Yes, I think so," the captains generally reply.

"Are you sure Uncle Abe's on?" (This from the Waynesville bus.)

"Yes, he's on," replies the captain.

"Well, there's not any museum around here then."

Making Merry

Now the visiting starts up, as the buses roll on. Many have changed seats, perhaps—and such talking and laughing, and of course, joking you never heard! There are always those in the group who want to look out and observe the country as we go along — they don't take much stock in the merry-making. So, someone who is observing at such times will maybe shout:

"What's that over younder—look!"

"That's an oil well," someone

(Continued on Next Page)

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replies.

"Shucks! You don't know an oil well — that's a kitchen pump." (This more probably from Lou Singleton.)

"If that's a kitchen pump, have him to stop and let us wash our dirty underwear," replied Clyde Ray.

Some say Lou is "the life of our party" on the Waynesville bus. But there are other lively ones: Janice Smathers, Fletch Kuykendall, Jim Harrell and Clyde Ray, for example.

"I want you to tell me how that rice grows in water," someone said when we were looking out on rice fields in Arkansas.

"They are just now giving it a bath," another replied.

So, on it goes.

"Who is that laughing so back there?"

"Oh, you ought to know — Janice's tickle box has got turned over again."

Then there's Jim Harrell who likes to "figger"; Elizabeth Jones who plays her accordion—sometimes to wake 'em up; Clyde Ray (jokester); and last, but not least, "Abner Mehaffey to wait on the ladies.

Highlights

The "sights" and highlights of this trip were: Mammoth Cave and the horse farms of Kentucky; the Great Lakes, and wonderful Land O' Lakes in Minnesota below International Falls; ferry ride (60 miles) on Lake Michigan; Winnipeg, Canada; harvesting in the "Bread-basket States"; and the Experimental Farms of Wisconsin and Kentucky.

Toward the last of our tour a common expression on both buses (Canton and Waynesville) was, "Haven't we had a wonderful trip?"

And a wonderful trip it was—one of our **very best.**

"Apparently Jones didn't get the company message."

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What Are They All Laughing About?

To see what this crowd at the Murphy Farmers Federation picnic is so tickled about see page 45.

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Panhandle Pete and Re-Pete

Here they are—Panhandle Pete and his son, Re-Pete, who were one of the big picnic highlights of the 1958 season. Re-Pete has shown himself to be a chip off the old block. (Cherokee Scout Photo)

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Balloon Blowers at Franklin Picnic

Balloon blowing is one of the most popular events at the Farmers Federation picnics. Here is a group of Macon County youngsters blowing as hard as they can to win the dollar prize offered for the first one to break a balloon.

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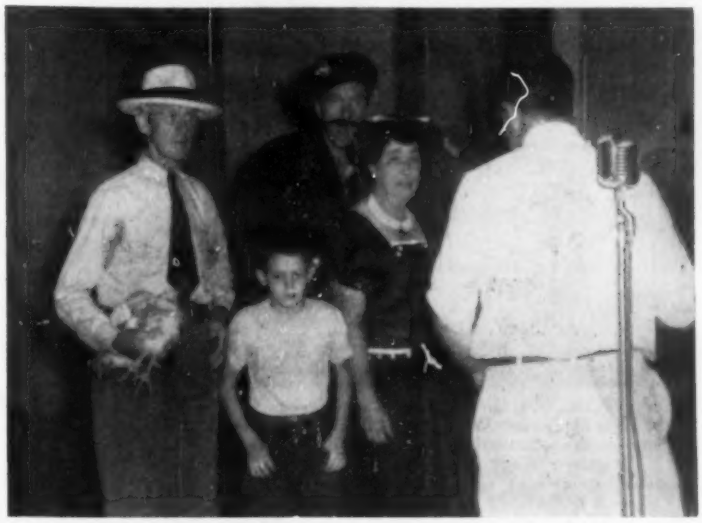

Gaither Robinson has been "stealing chickens" at all the picnics this summer and here he is in tow with two Macon County accomplices guarded by Panhandle Pete as the policeman. "Judge" Jamie Clarke gives the verdict.

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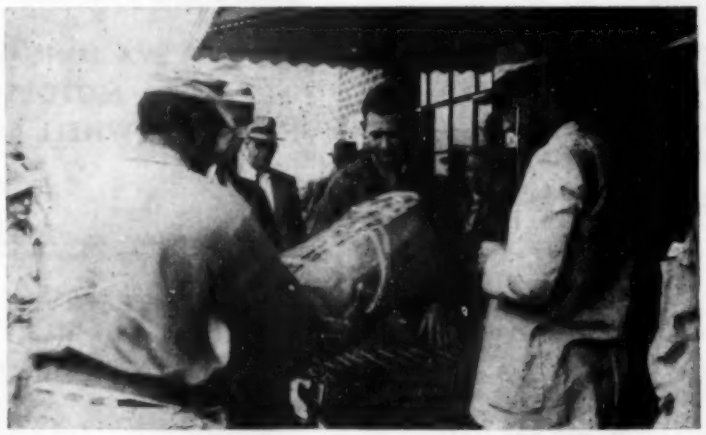

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REVOLUTION IN SOUTH

(Continued from Page 28)

20 miles. This exceeds the number that we produce in 20 counties or a radius of approximately 100 miles. California has several single counties that have poultry business valued at $25,000,000 which is equal to the entire W.N.C. area. Within our W.N.C. boundaries we have ample room for several concentrated areas to develop, and surely as competition becomes keener, and it no doubt will, we will be compelled to reduce cost and concentration is one of the forces that can help. Concentration brings about reduced cost in servicing the flocks, enables better supervision, and makes it possible to be nearer the processing facilities.

Working together - W. N. C. must work together if great things are ever to be accomplished. A good example of this is the current movement to developing commercial egg programs. These efforts will develop far faster when all interested parties pull together and develop a vision that will lead the area into volume, and quality merchandise. Other areas are doing this and succeeding.

Quality - by this we do not mean just a process of separating the poor from the good, but a process of producing nothing but good eggs or broilers, and taking out only the defects.

The poultry industry has developed in areas where average income is low. Indications are that this trend will continue. North Carolina ranks 4th as a broiler state and 35th on "income per capita and per family." All the southern states that are heavily involved with poultry production are continuing to grow with poultry, therefore, if W. N. C. is going to stay abreast of its neighboring areas and compete for poultry income, it will be necessary to apply all the energy and efforts of all.

How much expansion can be ex-

Continued on Page 50)

"Just a second – I'll check Mary's file."

REVOLUTION IN SOUTH

(Continued from Page 49)

pected in the next 5 years in W.N.C.? Certainly no one can say. If broiler production increases at the same rate that the anticipated national rate increase occurs, then we will have approximately 100 per cent increase. This is based on a ten per cent increase each year. With increased broiler production, the hatching egg industry must expand likewise. How far a commercial egg program will go depends upon how efficient we do the job of producing and processing, and how well we merchandise our products.

In any case, the next five years in poultry production will undoubtedly be the most challenging and interesting in history, not only in W. N. C. but for all who are in the business. The future of our industry will belong to those people, firms, and areas (like W. N. C.) with the greatest need, the most realistic plans, and the keenest desire to get the job done.

The poultry revolution is bound to change the face of the industry. Poultry farms are becoming fewer and bigger. Yet the family farm shows no sign of losing-out; it is still remaining family owned, but it is becoming more of a business operation. The farmer who produced most of his family's living from the land, plus a little extra to sell, is giving way to the farmer who is specializing to make money.

It seems fantastic to think of practices we will be using poultrywise in 1963. Broiler producers may be feeding their broilers colored feed, tranquilizing pills or pre-digested feed. The hatcheryman may be dissatisfied unless he gets 95 per cent hatchability and the commercial egg man may have a goal of 90 per cent of eggs laid to sell as AA grade. And of course, the one who stands to gain most from this great revolution is the housewife. She won't have to learn to crack an egg, won't have to take the groceryman's word that they are fresh, for immediately after they are laid they will be processed by a machine and packaged in a plastic bag. There she can see egg quality and know.

Thermal Belt Phone

(Continued from Page 32)

those who have not had it to date, as well as to provide better service to present subscribers.

This reconstruction program, now in process, will take nearly a year to complete. When it is in operation residents of this section will have the best and most dependable service obtainable anywhere.

In considering the many advantages of the American way of life and the important part that the telephone has had in developing it, we should keep in mind the important contributions for which the Independent companies have been responsible, such as: automatic dial system, handset telephones and direct operator-dialing over long distance lines.

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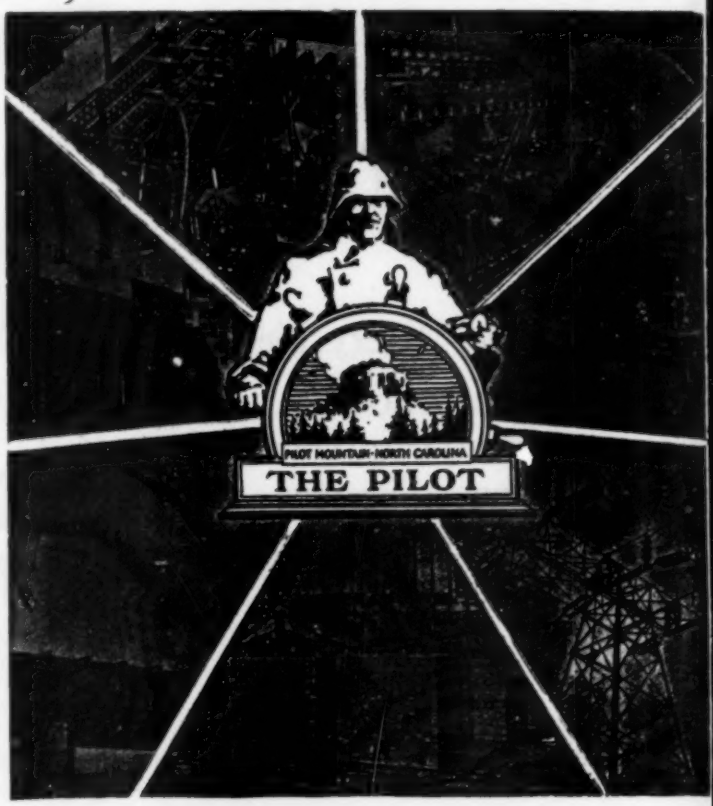
FARMERS FEDERATION STORES



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Federation's 38th Year

(Continued from Page 10)

Stores; T. P. Greene, Manager, Marketing Department; Glenn D. Hunt, Manager, Poultry Division; Joseph Higdon, Office Manager and Treasurer; Marvin P. Lorenz, Locker Plant Supervisor and Manager of Appliance Department; Robert G. Beard, Advertising and Public Relations.

Wholesale Department Managers are: Claude Smith - Seeds, Feed, Fertilizer and Insecticides; Alden McClure - Hardware. Ernest Walker is salesman for all wholesale departments.

Store Managers are as follows; Fred Cope, Sylva; Dave Mosley, Tryon; Don Ramsey, Murphy; Millard Teague, Craggy; Grady Walker, Marion; Paul Clark, Canton; Frank Byrd, Brevard; James Sales, Fletcher, Britt Hogan, Old Fort; Eugene Frizzell, Franklin; F. E. Drake, Fairview; John Gardner, Newbridge; Jules Artus, Garden Shop; Olen Clontz, Hayesville; Marcus England, Burnsville; Charles Duval, Morganton; Glenn Abrams, Forest City; Clyde Vance, Bryson City; A. A. Wiseman, Jr., Spruce Pine; Roger Ammons, Waynesville; Austin Smith, Hendersonville.

Ray Estes is display manager and contact man between all the stores.

Sam Houston is field man for the Brevard, Hendersonville and Fletcher stores.

The managers of the freezer locker plants are: Wendell P. Barr, Asheville; Roy Nicholson, Hendersonville; Horace F. Gregg, Brevard; Alvin Tipton, Marion; Frank D. Logan, Spindale; William Plemmons, Spruce Pine; Robert Gregg, Tryon; Benjamin F. Owenby, Waynesville.

Gordon Barnwell is superintendent of the Poultry Dressing Plant.

Poultry Division Managers and Field Men are: Wilbur Stovall, Manager, Hatchery Department; Tom Duvall, Commercial Egg Field Man; Pender Revis, Hatchery Flocks. Managers of other departments are: T. W. Corn, Manager, Farmers Federation Garage; Mrs. C. E. Dameron, Executive Secretary; Miss Madeline Hollerith, Knitting Department; E. J. Patterson, Credit Manager; F. E. Patton, Aromatic Field Man; Max M. Roberts, Carolina Tobacco Warehouse and Educational Director; and Rev. Jack Waldrep, Director, Religious Department.

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- TOBACCO GROWERS INFORMATION COMMITTEE
- YOUR LOCAL FARM ORGANIZATIONS

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The largest family attending the Buncombe County picnic was—you guessed it—the James McClure Clarke family of Fairview. Here they all are, left to right, Brosie or Billy, Jamie Clarke, president of the Farmers Federation; Mark, Doubie, Annie, Susie, Billy or Brosie, Elspie, holding Douglas, and Jim Clark.

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Reg. Jars ½ Gal. Size	$1.55 case
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Qt. Size Wide Mouth Jars	$1.49 case
½ Gal Size Wide Mouth Jars	$1.59 case

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Veterans' Training Program Makes Ex-GI's Successful Farmers

"Music soothes the savage beast", is an old proverb. Music also "relaxes" laying hens resulting in more egg production, according to a study recently completed at Oakdale Farm by the Agricultural College of the University of Connecticut.

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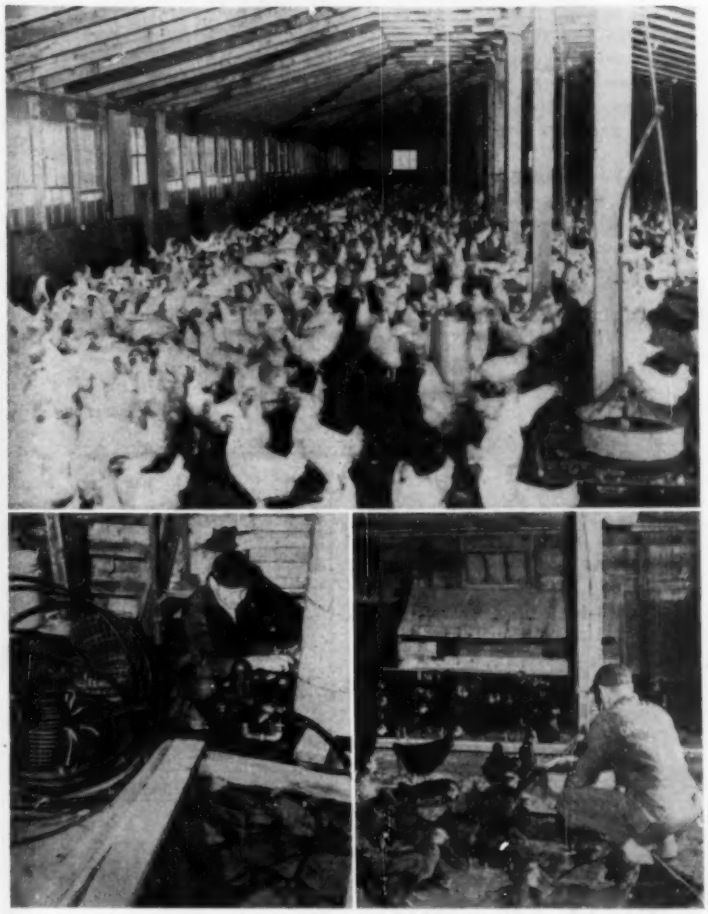

A music system with speakers in all coops plays semi-classical numbers during the hens' working hours at Oakley Farm. Three dug wells supply water to 27,000 layers and 27,000 replacement pullets.

Located near Norwich, Connecticut of U. S. Highway 163, Oakdale Poultry Farm is an excellent example of the profitable progress being made by farmers who are ever on the alert to new scientific developments.

For instance, a special terramycin egg formula combined with vitamins has increased egg production on many commercial farms from six per cent to as much as 37 per cent. The antibiotic, fortified with eight vitamins mixed with laying hen's drinking water produces heavier eggs, too!

Many of today's most successful farmers are city raised ex-GI's who study their craft as students under Veteran's on-the-farm training programs. Mr. A. M. "Pat" Ruck, owner of Oakdale was born and raised in Brooklyn, New York. He never saw a farm before 1949 when he was discharged from the 69th Regiment of the U. S. Army. After marriage to his highschool sweetheart Leona, Pat enrolled for on-the-farm training at Norwich, Connecticut. The following four years found Pat going to school at night and working during the day as a farm hand to support his young bride. Upon graduation in 1953 Pat made a down payment on a "rundown" chicken farm. In just five years Pat has paid off the

(Continued on Next Page)

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BILTMORE PLAZA **ASHEVILLE, N. C.**

Veterans' Program

(Continued from Page 55)

mortgage and rebuilt the original equipment into practically a complete new modern "egg factory".

"When we took the place our major problem was plumbing," Pat said, "But it's under control now. We have replaced about 85 per cent of the corroded and rusted metal water pipes with National Sanitation Foundation, approved plastic pipe - -about 6,000 feet in all."

The "contented cow" findings of studies of some years back applies just as strongly today to laying hens. It is common knowledge today among agricultural college students that hens lay more eggs regularly if they are relaxed, fed a properly balanced feed and supplied with abundant water. Eggs, like most farm produce, are composed of about 70 per cent water and a plumbing failure can be a serious problem resulting in ma-

(Continued on Next Page)

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Three dug wells supply abundant fresh water to the 27,000 layers and 27,000 replacement pullets at Oakdale. Laboratory tests show Oakdale's spring water is "chuck full of healthy minerals"-healthy for chickens, that is but rough on easy to rust and corrode metal piping.

"Our present maintenance free water system is no secret," Ruck says. "The simple fact is that plastic pipe is non-corrosive, (even in hard water), smooth (more pressure) and easy to install," he adds.

An elaborate relaxing music system with speakers in all the coops plays soothing, semi-classi-

(Continued on Page 58)

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Veterans' Program

(Continued from Page 57)

cal music during the hens working hours. Music is continuous and furnished by "Music by Muzak" which eliminates the vocal commercials of radio.

An electrical chain drive feeding device moves special hi-efficiency laying mash slowly around the coops keeping fresh appetizing feed constantly before the laying hens. The scientifically balanced formual-ground yellow corn, millings, soya bean meal, meat scrap, alfalfa meal, phosphate, ground limestone, salt, Vitamin B12 supplement, stable Vitamin A powder, de-activated animal starol blended with other calcium and minerals has proven effective. Last year's feed for the 54,000 hens weighed almost 1,500 tons.

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Macon Cow Makes Guernsey Record

Petersborough, N. H. - A registered Guernsey cow, Belmont View Primer Cactus owned by A. B. Slagle, Franklin, North Carolina has completed an official production record in the Advanced Registry division of the American Guernsey Cattle Club.

This record was for 8,628 pounds of milk and 461 pounds of fat.

"Cactus", was a junior two year-old met calving requirements, and was milked two times daily for 305 days while on test.

This official production record was supervised by North Carolina State College.

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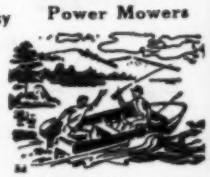
Quaker State Outboard Oil is scientifically refined from pure Pennsylvania grade crude oil for faultless lubrication of all 2-cycle motors. It is completely soluble in gasoline without loss of lubrication qualities. Use it in all fuel-lubricated motors to insure easy starting and dependable performance.

Power Mowers



Outboard Motors

You'll like this convenient way to buy Quaker State Outboard Oil. An 8-ounce can of Quaker State Outboard Oil contains the quantity of oil recommended by many outboard engine manufacturers for use in one gallon of gasoline. Handy and clean to use . . . simply open, add contents to fuel and throw the can away. Try it . . . You'll like it!

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Angus Field Day Held At Arden

A Madison County boy won top honors in two events and was elected first president of the new club for young Angus breeders on August 2nd at the annual Angus Field Day held at Oak Leaf Farm near Arden.

Lyndall English of Mars Hill RFD 1 took the grand championship in the Junior Heifer Show, won showmanship honors and was named president of the Carolina Junior Angus Club which was organized during the meeting. The club covers North and South Carolina, and 20 young people became its first members.

Jimmy Heath of Penrose RFD 1 was elected vice president, Bruce Buckner of Mars Hill RFD 1, secretary; and Jimmy Thomas, Mars Hill RFD 1, treasurer. Earl Mor-

(Continued on Page 62)

We Thank You — One and All . . .
who attended our ANGUS FIELD DAY on August 2nd and we especially wish to thank all those who had a part in making the program as successful as it turned out to be.
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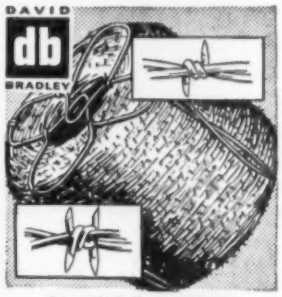

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ANGUS FIELD DAY

(Continued from Page 61)

gan, owner of Oak Leaf Farm, and J. E. McIntire, vocational agriculture teacher at Mars Hill High School, were named advisers.

In the junior heifer show, the entry of Bobby Lee Anderson of Alexander was named grand champion. More than 200 breeders, vocational agriculture teachers and county farm agents, and 4-H and FFA members attended, representing four states.

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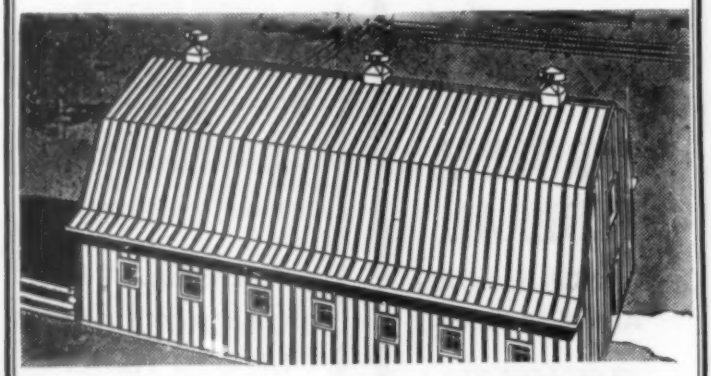

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The Country Church With The Lord's Acre Plan

The Farmers Federation Anniversary

It was 38 years ago that the Farmers Federation came into existence. It was 28 years ago that the Religious Department, promoting the Lord's Acre was begun. Everyone knows how Dr. James G. K. McClure was able to get Dr. Dumont Clarke to come with the Federation to promote this Plan and what a wonderful job he did. Much in the way of praise for his splendid work and this wonderful Plan has been written and said. Too, much cannot be said, because Dr. Clarke devoted so much effort and love to the task of promoting the Lord's Acre and did such a splendid job that it has brought blessings to countless numbers and has spread over the nation and a large part of the world.

It is most gratifying to me, that this Cooperative, the Farmers Federation, as it sought to develop markets for produce to increase and improve production, to give the farmers advantages of group buying and to bring new services to farm families, saw fit to make one of its purposes to develop the spiritual resources of the people. This is the only Cooperative to have this as one of its purposes.

Actually, this is the way life should be—the spiritual resources surely should be developed—as well if not more than the other resources. Really they should all be developed together. That is the reason it is so important for every family to have a Lord's Acre or Lord's Hour Plan right along with all of its other crops, live stock or business. The Lord's Acre - Lord's Hour Plan is a most wonderful way to develop the spiritual resources and character of an individual, church and community.

I am very grateful that the Farmers Federation saw fit to include as one of its purposes the development of the spiritual resources of the people and as the results of this we now have the Lord's Acre - Lord's Hour Plan.

• • •

The Lord's Acre At New Prospect

New Prospect Baptist Church, near Cherryville, North Carolina, has prospects for a good Lord's Acre this year. They have used the Plan for several years. It helped to pay for the nice church that they have and now it is paying for the parsonage.

The Rev. J. E. Bishop, the pastor, is a most ardent supporter of the Lord's Acre and they carry it on in the right way. In other words, it is no substitute for the regular church budget but over and above. Mr. J. F. Poston a member of the Lord's Acre Committee always has his projects with his family and joins in with a group project. This year they have a nice potato patch. He furnishes the land and joins in with the group to work it. Mr. Poston say "The Lord's Acre is truly a wonderful thing, it has brought many blessings to us and our church." One can tell by his sincere enthusiasm that he really means it.

• • •

Sweetwater Church Emphasizes The Spiritual Values of The Lord's Acre

Sweetwater Methodist Church is a small open country church in Clay County, North Carolina. Under the leadership of the Rev. Ben Steele, their pastor, they planned and are carrying out a Lord's Acre pepper patch for this year. At the present time it is one of the better looking pepper patches of the county.

This is what appeals to your writer — In the early planning stages the church agreed on a group project and to stress the spiritual values and fellowship rather than financial returns. They agreed not to become disgruntled if they failed to make any money but to seek to gain religious experiences and fellowship from the project—to relive some of the teachings of the Gospel that Christ centered around the growing of crops — to let these teachings to become alive and vital to them, as they planned, planted, worked and watched their crops grow. You see they can't lose.

They carefully and prayerfully planned their Lord's Acre project. They had a most impressive and meaningful dedication service. (See picture.) (This impressive dedication service was arranged by their pastor, the Rev. Ben Steele and included a most impressive poem composed by Ben.)

They are carefully and prayerfully tending the crop. They are planning for a most meaningful Ingathering - Thanksgiving service. (They are taking pictures of each step of the project keeping them where they can be seen and will use them in the Ingathering - Thanksgiving service.)

It is inspiring to see and hear about such a project. This pastor and people have enthusiasm, they have a good system, and they have a most excellent spirit.

A part of the group attending the Dedication Service of the Lord's Acre at Sweetwater Church. (see story.)

Scripture-Prayer Verse for August

Create in me a clean heart, O God; and renew a right spirit within me.
Psalm 51:10

Laying By Time

August, until a few years back, was known as laying by time. In August or late July the corn, and what few other crops one might have was ploughed and hoed for the last time. There was a slack period during which the work on the farm was not so rushing. Often revivals, picnics, family reunions and such things were held at this time of the year.

Rev. J. Waldrep

Often I hear people saying that we do not have laying by seasons any more. Even though there is no "slack period" as there was in the past, there comes a time that every crop must be laid by. There comes a time when man, by working a crop can do it no more good. **He must leave it in the Hands of God.**

It is this time of the year that it is very gratifying and meaningful to have a Lord's Acre. Now - Your Lord's Acre is actually in the hands of the Lord. It will be through the Lord's goodness, mercy, wisdom and blessings that it will bring forth the good fruit in due season. Then you or your church group gather it for the Lord.

Yes, you have done your small—but very important part—but the Lord has done the greater part. In this great experience you have become a "Laborer Together With God." How can any rural church fail to make use of such a wonderful method to make use of this wonderful Plan to teach its people the deepest, and most meaningful concept of religion.

"We Are Sowers . . . "

We are sowers of the seed,
The tillers of the soil;
With every seed we help to heed
The sacredness of toil.

God Gives to us the fertile land,
The sunshine and the rain,
The will to plan, the strength of hand
To reproduce the "grain."

He gives His best to each of us,
And all our needs provide;
He wants the best from all of us
To help His Love preside.

He wants our very best to be
Unselfishly applied,
That Life may be both "full" and free
And true Love glorified.
We know that seed, and soil, and man—
When working in God's Love—
Will bring to Man God's Greatest plan,
The Kingdom from above.

So, we commit to Him our heart—
To sow and till our soul—
That He may start within our heart
This Good and Perfect Goal.

(On the dedication of the Lord's Acre Project for the Sweetwater Methodist Church, on April 2, 1958)

—Rev. Stee

Fun G

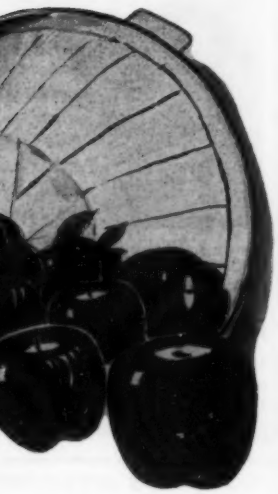
★ *Square Dance C*

★ *Beauty Pageant*

★ *Orchard Tours*

DA

COME!



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